Audience

- Who are the expected users? Who is the intended audience?
- Will the material be of interest to a large public?
- Will the original materials be appropriate for multiple levels of users or a specific audience?
- Will the project make materials available to a population that otherwise would be unable to use the collection, (e.g, disabled population, home-bound, or international users)?

Impact on your institution

- Is the scope of the project within the range of your staffing and budget or will you need additional funding to successfully complete the project?
- Will the product have immediate utility?
- Will digitization increase the demand for the materials or for other, related materials (and if so, do you have staff to handle the demand)?

Intellectual control

- Will the digitization provide better indexing and better bibliographic control of the material?
- Will digital capture enhance use through a contextual presentation?
- Will the project raise the knowledge base of staff about the materials within the institution?

Intellectual property rights

- Do you hold copyright on the materials you plan to digitize? If not, do you know who holds copyright, and can you get the copyright holder to grant permission for its digitization? (For more information on this, see Legal Considerations)

Preservation

- Will the digitization aid in the preservation of deteriorating materials by diverting resources to their conservation or decreasing the wear and tear on originals by providing a digital surrogate?
- Will the materials hold up under the handling and processing required by digitization? Will special handling of the material to prevent damaging it be necessary? Will that special handling be costly? Do the materials require special technology considerations in order to digitize them without damaging them?

Technical considerations

- Will your knowledge of technology be sufficient to meet the needs of the material?
- Will your technology allow for quality reproduction of materials?
- Will the Web site have visual appeal online?"

Value

- Does the project duplicate materials available at another repository or are they unique to your collection?
- Will the resulting digital collection have enduring value?
- Will the project make the content more broadly available?